

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re PATENT APPLICATION of: Stolze et al.

SERIAL NO.: ART UNIT:

FILED: herewith EXAMINER:

TITLE: ELECTRONIC PRODUCT CATALOG SYSTEMS

ATTORNEY DOCKET NO.: SZ999024/954-010121-US (PAR)

Assistant Commissioner For Patents  
Washington, DC 20231

**PRELIMINARY AMENDMENT**

Dear Sir:

Prior to Examination, please amend this application as follows:

**IN THE SPECIFICATION:**

Page 1 between the title and line 3, insert the following:

--Field of the Invention--

Page 1, between lines 6 and 7, insert

--Background Art--

Page 3, between lines 26 and 27, insert

--Summary of the Invention--

Page 9, between lines 7 and 8, insert

--Brief Description of the Drawings--

Page 9, between lines 23 and 24, insert

--Detailed Description of the Preferred Embodiments--

IN THE CLAIMS:

4. (Amended) A method as claimed in Claim 1 wherein the question score (Qs) for each question is dependent on only one of (a) and (b).
5. (Amended) A method as claimed in Claim 1 wherein the product scores are predetermined in said system (1) for respective products.
7. (Amended) A method as claimed in Claim 5 wherein said product scores comprise product probabilities each indicative of a probability of the associated product being suitable for the user.
9. (Amended) A method as claimed in Claim 8 wherein the weight ( $W_R$ ) for each rule is dependent on the sum of the reject probabilities of any products excluded from said set if that rule is effective.
10. (Amended) A method as claimed in Claim 1 [to 4] including calculating the product scores associated with respective products in dependence on values assigned to product features by said rules.
11. (Amended) A method as claimed in Claim 3 wherein the weight ( $W_R$ ) for each rule is dependent on a resultant set value, which value is dependent on product scores of at least a subset (FS) of any products retained in said set if that rule is effective.
13. (Amended) A method as claimed in Claim 11 wherein said product scores comprise, for each product, a buyer score indicative of the expected suitability of the product for the user, and a seller score, indicative of the benefit to the product supplier associated with sale of

the product, and wherein the or each said set value is dependent on the buyer score and seller score of each product in said subset (FS).

15. (Amended) A method as claimed in Claim 1 wherein, for each said question, answer probabilities indicative of the probability of a user providing respective answers associated with that question, are pre-stores in the system, and wherein the question score (Qs) for each question is also dependent on the answer probabilities for respective answers associated with that question.

17. (Amended) A method as claimed in Claim 1 wherein said set of potentially suitable products is determined by previous interaction of the user with said system.

19. (Amended) A method as claimed in Claim 1 including supplying the selected question for display to the user.

20. (Amended) A method as claimed in Claim 19 including supplying at least some answers associated with the selected question for display to the user.

21. (Amended) A method as claimed in Claim 20 including supplying the answers for display in an order dependent on the answer scores (As) thereof.

22. (Amended) A method as claimed in Claim 19, including, after supplying the selected question for display to the user:

receiving from said feature-based filtering component (2) data indicative of the answer given by the user in response to the selected question; and

determining whether any of the rules are effective based on the user's answer, and if so supplying data indicative of any products eliminated from said set of products to the feature-based filtering component (2).

23. (Amended) A method as claimed in Claim 1 including, prior to selecting a said question to be presented to a user:

generating question data, comprising said group of questions, and storing the question data in said system (1);

generating catalog data, including said product data for products in said set, defining features of catalog products and product scores associated with respective products, and storing the catalog data in said system (1); and

generating said rule data and storing the rule data in said system (1).

26. (Amended) An electronic product catalog system (1) comprising apparatus as claimed in Claim 24.

27. (Amended) A computer program element comprising computer program code means which, when loaded in a processor (8) of an

electronic product catalog system (1), configures the processor (8) to perform a method as claimed in Claim 1.


Please add new Claim 28 as follows:

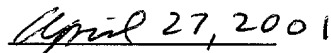
28. A storage medium having therein computer readable indicia including a computer program element comprising computer program code means which, when loaded in a processor (8) of an electronic product catalog system (1), configures the processor (8) to perform a method as claimed in Claim 1.

REMARKS

By Amendment herein the various portions of the specification have been identified. The claims have been amended to remove multiple dependencies and to add Claim 28.

Respectfully submitted,

  
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Date

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## MARKED UP CLAIMS

4. (Amended) A method as claimed in [any preceding] Claim 1 wherein the question score ( $Q_s$ ) for each question is dependent on only one of (a) and (b).

5. (Amended) A method as claimed in [any preceding] Claim 1 wherein the product scores are predetermined in said system (1) for respective products.

7. (Amended) A method as claimed in Claim 5 [or Claim 6] wherein said product scores comprise product probabilities each indicative of [the] a probability of the associated product being suitable for the user.

9. (Amended) A method as claimed in Claim 8 [and Claim 3] wherein the weight ( $W_R$ ) for each rule is dependent on the sum of the reject probabilities of any products excluded from said set if that rule is effective.

10. (Amended) A method as claimed in [any one of claims] Claim 1 [to 4] including calculating the product scores associated with respective products in dependence on values assigned to product features by said rules.

11. (Amended) A method as claimed in Claim 3[, or any one of Claims 5, 6, and 10 when dependent on Claim 3,] wherein the weight ( $W_R$ ) for each rule is dependent on a resultant set value, which value is dependent on [the] product scores of at least a subset (FS) of any products retained in said set if that rule is effective.

13. (Amended) A method as claimed in Claim 11 [or Claim 12] wherein said product scores comprise, for each product, a buyer score indicative of the expected suitability of the product for the user, and a seller score, indicative of the benefit to the product supplier associated with sale of the product, and wherein the or each said set value is dependent on the buyer score and seller score of each product in said subset (FS).

15. (Amended) A method as claimed in [any preceding] Claim 1 wherein, for each said question, answer probabilities indicative of the probability of a user providing respective answers associated with that question, are pre-stored in the system, and wherein the question score (Qs) for each question is also dependent on the answer probabilities for respective answers associated with that question.

17. (Amended) A method as claimed in [any preceding] Claim 1 wherein said set of potentially suitable products is determined by previous interaction of the user with said system.

19. (Amended) A method as claimed in [any preceding] Claim 1 including supplying the selected question for display to the user.

20. (Amended) A method as claimed in Claim 19 including supplying at least some [of the] answers associated with the selected question for display to the user.

21. (Amended) A method as claimed in Claim 20 [and Claim 3] including supplying the answers for display in an order dependent on the answer scores (As) thereof.

22. (Amended) A method as claimed in Claim 19 [any one of Claims 19 to 21, when dependent on Claim 18], including, after supplying the selected question for display to the user:

receiving from said feature-based filtering component (2) data indicative of the answer given by the user in response to the selected question; and

determining whether any of the rules are effective based on the user's answer, and if so supplying data indicative of any products eliminated from said set of products to the feature-based filtering component (2).

23. (Amended) A method as claimed in [any preceding claim] Claim 1 including, prior to selecting a said question to be presented to a user:

generating question data, comprising said group of questions, and storing the question data in said system (1);

generating catalog data, including said product data for products in said set, defining features of catalog products and product scores associated with respective products, and storing the catalog data in said system (1); and

generating said rule data and storing the rule data in said system (1).



26. (Amended) An electronic product catalog system (1) comprising apparatus as claimed in Claim 24 [or Claim 25].

27. (Amended) A computer program element comprising computer program code means which, when loaded in a processor (8) of an electronic product catalog system (1), configures the processor (8) to perform a method as claimed in Claim 1 [any one of Claims 1 to 23].